

Notice of References Cited	Application/Control No. 09/804,448	Applicant(s)/Patent Under Reexamination KOWALCHUK ET AL.	
	Examiner Romain Jeanty	Art Unit 3623	Page 1 of 1

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	B	US-6,061,658	05-2000	Chou et al.	705/10
	C	US-6,233,564	05-2001	Schulze, Jr., Everett E.	705/14
	D	US-6,236,977	05-2001	Verba et al.	705/10
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	U	"Database Marketing: Improving Service and Profitability by Segmenting Customers..."; American Banker; September 1998, Volume 163, Issue 176; Start Page 30A. Proquest.
	V	Clayton "How to Handle Product Evaluation Procedure", 2/1961; National Association of Accountants Retrieved from ACM Digital Library..
	W	"Database Marketing Expands Profitability", 8/1996, Bank Automation News, Page 1. Obtained from Proquest Direct
	X	Tyler "Can my company profit from database marketing?", 3/1994, Chain Store Age Executive with shopping Center Age. New York. Pages 1-2.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.